



WSOC-TV

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 338480

Schedule Dates 10/24/12-10/30/12
Advertiser Pol/Iss/NC Supreme Court Race (17043)
Agency Innovative Advertising (2144)
Product Political - Issue (1068)
Brand 1023 NC SUPR CT (140418)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name GUERRA, HEIDI
Phone/Fax /
CPE 1023
Account Types National/Political
Billing Type Standard

Date Entered 10/23/12
Last Modified 10/23/12
Entered By Jill Hipskind
CO-OP No
Headline # 06392012
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,781.25
Net Total \$95,093.75
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	45	\$78,000.00
Nov. 2012	11	\$33,875.00
Grand Total:	56	\$111,875.00

Comments

NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	4:30A- 4:59A (EST)	4			X	X	X			4	\$275.00	\$1,100.00	Charlotte (WSOC)		10/23/12
2.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	5A- 5:30A (EST)	4			X	X	X			4	\$650.00	\$2,600.00	Charlotte (WSOC)		10/23/12
3.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	5:30A- 6A (EST)	4			X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		10/23/12
4.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	8A- 9A (EST)	4			X	X	X			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)		10/23/12
5.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	12P- 1P (EST)	4			X	X	X			4	\$650.00	\$2,600.00	Charlotte (WSOC)		10/23/12
6.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	6P- 6:30P (EST)	4			X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		10/23/12
7.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	7P- 7:30P (EST)							1		1	\$900.00	\$900.00	Charlotte (WSOC)		10/23/12
8.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	6P- 6:30P (EST)								5	5	\$2,100.00	\$10,500.00	Charlotte (WSOC)		10/23/12
9.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	7P- 7:30P (EST)	4			X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		10/23/12
10.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8P- 10P (EST)		1							1	\$9,000.00	\$9,000.00	Charlotte (WSOC)		10/23/12
11.0	Normal Line / Spot	10/30/12-10/30/12	2	:30	8P- 9P (EST)			1						1	\$9,000.00	\$9,000.00	Charlotte (WSOC)		10/23/12
12.0	Normal Line / Spot	10/30/12-10/30/12	2	:30	10P- 11P (EST)			1						1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/23/12
13.0	Normal Line / Spot	10/24/12-10/24/12	2	:30	8P- 9P (EST)			1						1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/23/12
14.0	Normal Line / Spot	10/25/12-10/25/12	2	:30	8P- 9P (EST)			1						1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Contract #	538480	Start Date	10/24/12-10/30/12	Last Modified	10/23/12	By Broadcast Month	Spots	Rate
Schedule Dates	10/24/12-10/30/12	Entered By	Jill Hipskind	CO-OP	No	Oct. 2012	45	\$78,000.00
Advertiser	Pol/Iss/NC Supreme Court Race (17043)	Headline #	06392012	Commission %	15.00	Nov. 2012	11	\$33,875.00
Agency	Innovative Advertising (2144)	Demo		Commission	\$16,781.25	Grand Total:	56	\$111,875.00
Product	Political - Issue (1068)	Order Type	Normal	Net Total	\$95,093.75			
Brand	1023 NC SUPR CT (140418)	Package Deal						
Salesperson	Telecomp/Philadelphia, Philadelphia (1057)							
Sales Office	Telecomp/Philadelphia							
Buyer Name	GUERRA, HEIDI							
Phone/Fax	/							
CPE	1023	Sales Tax						
Account Types	National/Political							
Billing Type	Standard							
Comments	NC SUPREME COURT ***** THIS IS A CASH IN ADVANCE SCHEDULE *****							

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	8P- 9P (EST)							1		1	\$3,600.00	\$3,600.00	Charlotte (WSOC)		10/23/12
16.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	7P- 8P (EST)								1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		10/23/12
17.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	3:30P- 7P (EST)							1		1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/23/12
18.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	8P- 11:30P (EST)							1		1	\$5,500.00	\$5,500.00	Charlotte (WSOC)		10/23/12
19.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	3:30P- 7P (EST)							1		1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		10/23/12
20.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:30A- 4:59A (EST)		1	X						1	\$275.00	\$275.00	Charlotte (WSOC)		10/23/12
21.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5A- 5:30A (EST)		1	X						1	\$650.00	\$650.00	Charlotte (WSOC)		10/23/12
22.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5:30A- 6A (EST)		1	X						1	\$700.00	\$700.00	Charlotte (WSOC)		10/23/12
23.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)		1	X						1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/23/12
24.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	9A- 10A (EST)		1	X						1	\$500.00	\$500.00	Charlotte (WSOC)		10/23/12
25.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	12P- 1P (EST)		1	X						1	\$650.00	\$650.00	Charlotte (WSOC)		10/23/12
26.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6P- 6:30P (EST)		1	X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/23/12
27.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7P- 7:30P (EST)		1	X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/23/12
28.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	9A- 10A (EST)		4		X	X	X			4	\$500.00	\$2,000.00	Charlotte (WSOC)		10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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OCT23/12 12.10
*** WSOC-TV ***

REP. #	OFF. #	220	SALESMAN #
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BUYER NAME HEIDI GUERRA

SALES PRSN PH- NICK WELTE

COVINGTON, LA 70433

	CLASS: NATL.	LOCAL	REGIONAL
1. GENERAL INFORMATION			
2. DESCRIPTION OF THE PROJECT			
3. JUSTIFICATION OF THE PROJECT			
4. IMPLEMENTATION OF THE PROJECT			
5. EVALUATION OF THE PROJECT			
6. CONCLUSIONS AND RECOMMENDATIONS			
7. APPENDICES			
8. REFERENCES			
9. OTHER INFORMATION			

PRDCT	NC	SUPREME COURT	EST#1023	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT22/12 OCT30/12 WK-2

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE OCT23/12	12.10
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REF: TO JILL

FR JARED
NEW NC SUPREME COURT ORDER
TOTAL \$111875
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = AGENCY EST# = 1023
AGENCY PRODUCT CODE =

1	430A-459A	30	2	\$275.00	10/24	10/29	5	W-F,M	5
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PROGRAM : NEWS
RA35+ : 1.7

2	500A--530A	30	\$650.00	10/24	10/29	5	W-F,M	5
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PROGRAM : NEWS
RA35+ : 2.6

3	530A-600A	30	Q	\$700.00	10/24	10/29	5	W-F,M
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PROGRAM : NEWS
RA35+   : 2.6
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800A-900A	30		\$1,600.00	10/24	10/29	5		W-F,M	5
PROGRAM : GMA												
RA35+ : 4.9												
5			900A-1000A	30		\$500.00	10/24	10/29	5		W-F,M	5
PROGRAM : KELLY												
RA35+ : 2.7												
6			1200N-100P	30		\$650.00	10/24	10/29	5		W-F,M	5
PROGRAM : NEWS												
RA35+ : 3.6												
7			600P-630P	30		\$2,000.00	10/24	10/29	5		W-F,M	5
PROGRAM : NEWS												
RA35+ : 6.3												
8			700P-730P	30		\$900.00	10/27	10/27	1		SAT	1
PROGRAM : NEWS												
RA35+ : 4.3												
9			600P-630P	30		\$2,100.00	10/28	10/28	5		SUN	5
PROGRAM : NEWS												
RA35+ : 6.1												
10			700P-730P	30		\$2,000.00	10/24	10/29	5		W-F,M	5
PROGRAM : INSIDE EDITION												
RA35+ : 6.3												
11			800P-1000P	30		\$9,000.00	10/29	10/29	1		MON	1
PROGRAM : DANCING WITH THE STARS												
RA35+ : 11.8												
12			800P-900P	30		\$9,000.00	10/30	10/30	1		TUE	1
PROGRAM : DANCING RESULTS												
RA35+ : 10.7												
13			1000P-1100P	30		\$7,500.00	10/30	10/30	1		TUE	1
PROGRAM : PRIVATE PRACTICE												
RA35+ : 6.3												

10/18/12

REP HEADLINE# 6392012
*** ORIGINAL REV#0 ***

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT23/12 12.10
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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14			800P-900P	30		\$7,500.00	10/24	10/24	1		WED	1
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PROGRAM : THE MIDDLE / SUBURGATORY.
RA35+ : 5.0

15			800P-900P	30		\$6,000.00	10/25	10/25	1		THU	1
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PROGRAM : LAST RESORT
RA35+ : 6.5

16			800P-900P	30		\$3,600.00	10/26	10/26	1		FRI	1
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PROGRAM : LAST MAN STANDING/MALIBU COUNTRY
RA35+ : 4.2

17			700P-800P	30		\$4,000.00	10/28	10/28	1		SUN	1
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PROGRAM : AFHV
RA35+ : 5.0

18			1200P-330P	30		\$3,000.00	10/27	10/27	1		SAT	1
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PROGRAM : COLLEGE FOOTBALL
RA35+ : 6.5

19			330P-700P	30		\$3,500.00	10/27	10/27	1		SAT	1
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PROGRAM : COLLEGE FOOTBALL
RA35+ : 7.0

20			800P-1130P	30		\$5,500.00	10/27	10/27	1		SAT	1
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PROGRAM : COLLEGE FOOTBALL
RA35+ : 8.5

OCT/12 86375.00 NOV/12 25500.00

CONTRACT TOTAL 111875.00
TOTAL SPOTS 56

MARKET TOTALS \$302,364 WSOC 37% WBTW 30% WCNC 8% WCCB 21% WJZY 2% WMYT 0% WAXN 2%
CABL 0%

SVC- NSI
DEMOS- RA35+*